

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 499905 /		<u>Alt Order #</u> 06392685
<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 10/24/12 - 10/30/12		<u>Estimate #</u> 105
<u>Advertiser</u> Romney for President, Inc		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**American Rambler Productions**  
**138 Conant Street**  
**Beverly, MA 01915**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	10/29/12	10/30/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				4	\$725.00			
N 2	KVVU	10/24/12	10/26/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	6	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				6	\$725.00			
N 3	KVVU	10/24/12	10/26/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				6	\$700.00			
N 4	KVVU	10/29/12	10/30/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				4	\$700.00			
N 5	KVVU	10/24/12	10/26/12	Anderson	3-4p		:30			NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				6	\$450.00			
N 6	KVVU	10/29/12	10/30/12	Anderson	3-4p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				4	\$450.00			
N 7	KVVU	10/29/12	10/30/12	The Dr.Oz Show	4-5p		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				4	\$500.00			
N 8	KVVU	10/24/12	10/26/12	The Dr.Oz Show	4-5p		:30			NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				6	\$500.00			
N 9	KVVU	10/24/12	10/26/12	Fox 5 News at 5	5-530p		:30			NM	6	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--WTF--				6	\$950.00			
N 10	KVVU	10/29/12	10/30/12	Fox 5 News at 5	5-530p		:30			NM	4	\$3,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MT-----				4	\$950.00			
N 11	KVVU	10/24/12	10/26/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	6	\$6,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 499905 /		<u>Alt Order #</u> 06392685
<u>Contract Dates</u> 10/24/12 - 10/30/12	<u>Product</u> ROMNEY FOR PRESID	<u>Estimate #</u> 105
<u>Advertiser</u> Romney for President, In		<u>Original Date / Revision</u> 10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				6	\$1,025.00			
N 12	KVVU	10/29/12	10/30/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	4	\$4,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				4	\$1,025.00			
N 13	KVVU	10/24/12	10/26/12	Extra	M-F 7-730p		:30			NM	6	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				6	\$950.00			
N 14	KVVU	10/29/12	10/30/12	Extra	M-F 7-730p		:30			NM	4	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				4	\$950.00			
N 15	KVVU	10/29/12	10/30/12	TMZ	730-8p		:30			NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,350.00			
N 16	KVVU	10/24/12	10/26/12	TMZ	730-8p		:30			NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,350.00			
N 17	KVVU	10/24/12	10/26/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	6	\$12,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				6	\$2,150.00			
N 18	KVVU	10/29/12	10/30/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	4	\$8,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MT-----				4	\$2,150.00			
N 19	KVVU	10/29/12	10/29/12	BB World Series	330pm-8pm		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	2-----				2	\$7,500.00			
N 20	KVVU	10/24/12	10/24/12	BB World Series	330pm-8pm		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$7,500.00			
N 21	KVVU	10/25/12	10/25/12	BB World Series	330pm-8pm		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---2---				2	\$7,500.00			
N 22	KVVU	10/27/12	10/27/12	BB World Series	330pm-8pm		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2-				2	\$7,500.00			
N 23	KVVU	10/27/12	10/27/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2-				2	\$1,500.00			
N 24	KVVU	10/28/12	10/28/12	Fox News Sunday 8-9a	8-9a		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$850.00			
N 25	KVVU	10/28/12	10/28/12	NFL Early Game	NFL Early Game		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$7,500.00			
N 26	KVVU	10/28/12	10/28/12	NFL Late Game	NFL Late Game		:30			NM	2	\$23,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$11,500.00			
N 27	KVVU	10/28/12	10/28/12	BB World Series	330pm-8pm		:30			NM	2	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$7,500.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
499905 /	06392685

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	ROMNEY FOR PRESID	105

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney for President, Inc	10/23/12 / 10/23/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	KVVU	10/28/12	10/28/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----2				2	\$1,850.00			
Totals											104	\$193,350.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	68	\$146,450.00	\$124,482.50
10/29/12 - 11/04/12	36	\$46,900.00	\$39,865.00
<b>Totals</b>	<b>104</b>	<b>\$193,350.00</b>	<b>\$164,347.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP NOV1/12 10.09  
\*\*CHANGES\*\* \*\*\* KVVU-TV \*\*\*

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	STEPHANIE KINCAID		
SALES PRSN	PH-	TERESA DIFURIA	

BUYER NAME	STEPHANIE KINCAID
SALES PRSN	PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE NOV/12 10.09

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

[illegible]

AGENCY ADVERTISER CODE = AGENCY EST# = 105  
AGENCY PRODUCT CODE =

30	S	400P-430P	30	\$775.00	10/29	0	MON	0
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PROGRAM : NEWS  
ORD COM1: TP CHG DUE TO WORLD SERIES. PRE-BOOKED. CREDIT \$1050. PLS APPROVE.  
PART OF A-MAKEGOOD MADE UP OF LINES 29-30

32	S	900P-930P	30	\$825.00	10/29	10/29	1	MON
PROGRAM : EXTRA								
ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED CREDIT \$750. PLS APPROVE.								
PART OF A MAKEGOOD MADE UP OF LINES 31-32								

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

43	S		430P-800P	30		\$7,500.00	10/29	10/29	0		MON	0
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PROGRAM : WORLD SERIES  
 ORD COM1: CORRECT TP FOR WORLD SERIES. PLS APPROVE.  
 PART OF A MAKEGOOD MADE UP OF LINES 39-43  
 STATION MAKEGOOD OFFERS:

M10	OK'D	BUY#30	MISSED: MON/400P-430P				OCT29 (2/WK)		30S	\$775.00	(NOV1/12)	
			OFFER: NONE									
			CMT: NEWS MOVED BACK TO 5P DUE TO NO WORLD SERIES GAME. CREDIT \$450.									

M11	OK'D	BUY#43	MISSED: MON/430P-800P				OCT29 (2/WK)		30S	\$7,500.00	(OCT31/12)	
		BUY#32	MON/900P-930P				OCT29		30S	\$825.00		
			OFFER: NONE									
			CMT: SPOT N/A DUE TO NO WORLD SERIES. PLS CREDIT.									

OCT/12	142350.00	NOV/12	28575.00									
				CONTRACT TOTAL		170925.00						
				TOTAL SPOTS		94						

MARKET TOTALS \$780,600    KVVU 25%    KSNV 26%    KLAS 17%    KTNV 29%    KVMY 2%    KVCW 1%    CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

FAX# 610-225-1191  
CREDIT RISK !! OCT30/12 15.07  
HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*  
\*\*CHANGES\*\*

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	STEPHANIE KINCAID		
SALES PRSN	PH-	TERESA DIFURIA	

BUYER NAME	STEPHANIE KINCAID
SALES PRSN	PH- TERESA DIFURIA

CLASS:	NATL.	LOCAL	REGIONAL
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ICE)

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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT30/12 15.00

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 105												
10	S		500P-530P	30		\$950.00	10/29	10/30	1		M-TU	1
PROGRAM : NEWS CON COM1 : MAX 2X DAY CREDIT TAKEN FOR 1 SPOT(S) MISSED OCT29												
11	S		530P-600P	30		\$1,025.00	10/24	10/26	2		W-F	2
PROGRAM : NEWS CON COM1 : MAX 2X DAY CREDIT TAKEN FOR 4 SPOT(S) MISSED OCT24												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT30/12 15.07  
 \*\*\* KVVU-TV \*\*\*  
 REP HEADLINE# 6392685 TRF# 499905  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$  
 \*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:  
 M9 OK'D BUY#10 MISSED:M-TU/500P-530P OCT29 30S \$950.00 (OCT29/12)  
 BUY#11 W-F/530P-600P OCT24(4/WK) 30S \$1,025.00  
 OFFER: NONE  
 CMT: FLIGHT ENDED.

OCT/12 142350.00 NOV/12 45950.00  
 CONTRACT TOTAL 188300.00  
 TOTAL SPOTS 99

MARKET TOTALS \$780,600 KVVU 25% KSNV 26% KLAS 17% KTNV 29% KVMY 2% KVCW 1% CABL 0%  
 KTUD 0%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

ADV # \_\_\_\_\_ ADV. NAME POLI/M ROMNEY/R/PRE/US    REP. # \_\_\_\_\_ OFF. # 762    SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME AMERICAN RAMBLER PRODUCTIONS    BUYER NAME STEPHANIE KINCAID  
 138 CONANT STREET    SALES PRSN PH- TERESA DIFURIA  
 BEVERLY, MA 01915  
 ORDER # \_\_\_\_\_ CONTRACT # 6392685    CLASS: NATL.    LOCAL    REGIONAL  
 PRDCT ROMNEY FOR PRESIDENT EST#105    COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT24/12    OCT30/12    WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT26/12 13.28

REP: OK'D M1-M7  
 SEE LINES 29-45  
 NEW TOTAL \$193,350  
 PLS CNF THANKS

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CON CM \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
5	S		300P-400P	30		\$450.00	10/24	10/26	2		W-F	2
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 105												
PROGRAM : ANDERSON COOPER CON COM1: MAX 2X DAY												
35	A		200P-300P	30		\$450.00	10/24	10/25	4		W-TH	4
PROGRAM : ANDERSON COOPER CON COM1: MAX 2X DAY												

PROGRAM : ANDERSON COOPER  
 ORD COM1: TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE.  
 THIS IS A MAKE-GOOD FOR OCT24 ON LINE-5 FOR 4 SPOTS/WK  
 THIS IS A MAKE-GOOD FOR OCT29 ON LINE-6 FOR 2 SPOTS/WK



REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT26/12 13.28  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36	A		200P-300P	30		\$450.00	10/29	10/29	2		MON	2
PROGRAM : ANDERSON COOPER ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 35-36												
37	S		300P-400P	30		\$450.00	10/29	10/30	2		M-TU	2
PROGRAM : ANDERSON COOPER CON COM1 : MAX 2X DAY												
38	S		400P-500P	30		\$500.00	10/29	10/30	2		M-TU	2
PROGRAM : DR OZ CON COM1 : MAX 2X DAY												
39	A		300P-400P	30		\$500.00	10/29	10/29	2		MON	2
PROGRAM : DR OZ ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT29 ON LINE-7 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT24 ON LINE-8 FOR 4 SPOTS/WK												
40	A		300P-400P	30		\$500.00	10/24	10/25	4		W-TH	4
PROGRAM : DR OZ ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 37-38												
41	S		400P-500P	30		\$500.00	10/24	10/26	2		W-F	2
PROGRAM : DR OZ CON COM1 : MAX 2X DAY												
42	S		500P-530P	30		\$950.00	10/24	10/26	2		W-F	2
PROGRAM : NEWS CON COM1 : MAX 2X DAY												
43	A		400P-430P	30		\$775.00	10/24	10/25	4		W-TH	4
PROGRAM : NEWS ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED. CREDIT \$1050. PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT24 ON LINE-9 FOR 4 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT29 ON LINE-10 FOR 2 SPOTS/WK												

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# 610-225-1191
!
FROM REP      OCT26/12 13.28
**CHANGES**  *** KVVU-TV ***

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30	A		400P-430P	30		\$775.00	10/29	10/29	2		MON	2
PROGRAM : NEWS ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED. CREDIT \$1050. PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 29-30												
10	S		500P-530P	30		\$950.00	10/29	10/30	2		M-TU	2
PROGRAM : NEWS CON COM1 : MAX 2X DAY												
13	S		700P-730P	30		\$950.00	10/24	10/26	2		W-F	2
PROGRAM : EXTRA CON COM1 : MAX 2X DAY												
31	A		900P-930P	30		\$825.00	10/24	10/25	4		W-TH	4
PROGRAM : EXTRA ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED CREDIT \$750. PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT24 ON LINE-13 FOR 4 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT29 ON LINE-14 FOR 2 SPOTS/WK												
32	A		900P-930P	30		\$825.00	10/29	10/29	2		MON	2
PROGRAM : EXTRA ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED CREDIT \$750. PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 31-32												
14	S		700P-730P	30		\$950.00	10/29	10/30	2		M-TU	2
PROGRAM : EXTRA CON COM1 : MAX 2X DAY												
15	S		730P-800P	30		\$1,350.00	10/29	10/30	1		M-TU	1
PROGRAM : TMZ CON COM1 : MAX 1X DAY												
33	A		930P-1000P	30		\$1,350.00	10/29	10/29	1		MON	1
PROGRAM : TMZ ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT29 ON LINE-15 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT24 ON LINE-16 FOR 2 SPOTS/WK												

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
34	A		930P-1000P	30		\$1,350.00	10/24	10/25	2		W-TH	2
PROGRAM : TMZ ORD COM1 : TP CHG DUE TO WORLD SERIES. PRE-BOOKED PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 33-34												
16	S		730P-800P	30		\$1,350.00	10/24	10/26	1		W-F	1
PROGRAM : TMZ CON COM1 : MAX 1X DAY												
19	S		530P-900P	30		\$7,500.00	10/29	10/29	0		MON	0
PROGRAM : WORLD SERIES												
39	A		430P-800P	30		\$7,500.00	10/24	10/24	1		WED	1
PROGRAM : WORLD SERIES ORD COM1 : CORRECT TP FOR WORLD SERIES. PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT29 ON LINE-19 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT24 ON LINE-20 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT25 ON LINE-21 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT27 ON LINE-22 FOR 2 SPOTS/WK THIS IS A MAKE-GOOD FOR OCT28 ON LINE-27 FOR 2 SPOTS/WK												
40	A		430P-800P	30		\$7,500.00	10/25	10/25	2		THU	2
PROGRAM : WORLD SERIES ORD COM1 : CORRECT TP FOR WORLD SERIES. PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 39-43												
41	A		430P-800P	30		\$7,500.00	10/27	10/27	2		SAT	2
PROGRAM : WORLD SERIES ORD COM1 : CORRECT TP FOR WORLD SERIES. PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 39-43												
42	A		430P-800P	30		\$7,500.00	10/28	10/28	2		SUN	2
PROGRAM : WORLD SERIES ORD COM1 : CORRECT TP FOR WORLD SERIES. PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 39-43												
43	A		430P-800P	30		\$7,500.00	10/29	10/29	2		MON	2
PROGRAM : WORLD SERIES ORD COM1 : CORRECT TP FOR WORLD SERIES. PLS APPROVE. PART OF A MAKEGOOD MADE UP OF LINES 39-43												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:

20	S		530P-900P	30		\$7,500.00	10/24	10/24	0		WED	0
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PROGRAM : WORLD SERIES

21	S		530P-900P	30		\$7,500.00	10/25	10/25	0		THU	0
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PROGRAM : WORLD SERIES

22	S		530P-900P	30		\$7,500.00	10/27	10/27	0		SAT	0
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PROGRAM : WORLD SERIES

25	S		100P-400P	30		\$7,500.00	10/28	10/28	1		SUN	1
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PROGRAM : NFL

44	A		1000A-100P	30		\$7,500.00	10/28	10/28	1		SUN	1
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PROGRAM : NFL  
ORD COM1 : CORRECT TP. PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-25 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT28 ON LINE-26 FOR 1 SPOT/WK

45	A		100P-430P	30		11500.00	10/28	10/28	1		SUN	1
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PROGRAM : NFL  
ORD COM1 : CORRECT TP. PLS APPROVE.  
PART OF A MAKEGOOD MADE UP OF LINES 44-45

26	S		430P-730P	30		11500.00	10/28	10/28	1		SUN	1
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PROGRAM : NFL

27	S		530P-900P	30		\$7,500.00	10/28	10/28	0		SUN	0
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PROGRAM : WORLD SERIES

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#9	MISSED:W-F/500P-530P	OCT24(4/WK)	30S	\$950.00	(OCT26/12)
		BUY#10	M-TU/500P-530P	OCT29(2/WK)	30S	\$950.00	
			OFFER:W-TH/400P-430P	OCT24(4/WK)	30S	\$775.00	PLS ADVISE.
			& MON/400P-430P	OCT29(2/WK)	30S	\$775.00	

CMT:TP CHG DUE TO WORLD SERIES. PRE-BOOKED. CREDIT \$1050. PLS APPROVE.



REP HEADLINE# 6392685 TRF# 499905  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
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\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

OCT/12	146450.00		NOV/12			46900.00						
CONTRACT TOTAL 193350.00												
TOTAL SPOTS 104												

MARKET TOTALS \$780,600 KVVU 25% KSNV 26% KLAS 17% KTNV 29% KVMY 2% KVCW 1% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT23/12 14.51

REP. #	OFF. #	SALESMAN #
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BUYER NAME STEPHANIE KINCAID

SALES PRSN PH- TERESA DIFURIA

CLASS: NATL.	LOCAL	REGIONAL
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REGIONAL

HCE)

1

DATE OCT23/12 14.51

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

AGENCY ADVERTISER CODE = AGENCY EST# = 105  
AGENCY PRODUCT CODE =

4

2	600A-700A	30	\$725.00	10/24	10/26	6	W-F	6
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PROGRAM : NEWS  
CON COM1 : MAX 2X DAY

REP HEADLINE# 6392685  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
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OCT23/12 14.51  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$700.00	10/24	10/26	6		W-F	6
4			700A-900A PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$700.00	10/29	10/30	4		M-TU	4
5			300P-400P PROGRAM : ANDERSON COOPER CON COM1 : MAX 2X DAY	30		\$450.00	10/24 10/24 10/25	10/26	6		W-F	6
6			300P-400P PROGRAM : ANDERSON COOPER CON COM1 : MAX 2X DAY	30		\$450.00	10/29 2-30	10/30	4		M-TU	4
7			400P-500P PROGRAM : DR OZ CON COM1 : MAX 2X DAY	30		\$500.00	10/29 3-4P	10/30	4		M-TU	4
8			400P-500P PROGRAM : DR OZ CON COM1 : MAX 2X DAY	30		\$500.00	10/24 10/24 3-4P	10/26	6		W-F	6
9			500P-530P PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$950.00	10/24 4-4P 10/25	10/26	6		W-F	6
10			500P-530P PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$950.00	10/29 7-7P	10/30	4		M-TU	4
11			530P-600P PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$1,025.00	10/24	10/26	6		W-F	6



REP HEADLINE# 6392685  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
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OCT23/12 14.51  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			530P-600P PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$1,025.00	10/29	10/30	4		M-TU	4
13			700P-730P PROGRAM : EXTRA CON COM1 : MAX 2X DAY	30		\$950.00	10/24	10/26	6		W-F	6
14			700P-730P PROGRAM : EXTRA CON COM1 : MAX 2X DAY	30		\$950.00	10/29	10/30	4		M-TU	4
15			730P-800P PROGRAM : TMZ CON COM1 : MAX 1X DAY	30		\$1,350.00	10/29	10/30	2		M-TU	2
16			730P-800P PROGRAM : TMZ CON COM1 : MAX 1X DAY	30		\$1,350.00	10/24	10/26	3		W-F	3
17			1000P-1100P PROGRAM : NEWS CON COM1 : MAX 2X DAY	30		\$2,150.00	10/29	10/30	4		M-TU	4
18			1000P-1100P PROGRAM : NEWS CON COM1 : MAX 1X DAY	30		\$2,150.00	10/24	10/26	6		W-F	6
19			530P-900P PROGRAM : WORLD SERIES	30		\$7,500.00	10/29	10/30	2		MON	2
20			530P-900P PROGRAM : WORLD SERIES	30		\$7,500.00	10/24	10/26	1		WED	1
21			530P-900P PROGRAM : WORLD SERIES	30		\$7,500.00	10/25	10/26	2		THU	2

REP HEADLINE# 6392685  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT23/12 14.51  
\*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			530P-900P	30		\$7,500.00	10/27	10/27	2		SAT	2
PROGRAM : WORLD SERIES												
23			1000P-1100P	30		\$1,500.00	10/27	10/27	2		SAT	2
PROGRAM : NEWS												
24			800A-900A	30		\$850.00	10/28	10/28	2		SUN	2
PROGRAM : NEWS												
25			100P-400P	30		\$7,500.00	10/28	10/28	2		SUN	2
PROGRAM : NFL												
26			430P-730P	30		11500.00	10/28	10/28	2		SUN	2
PROGRAM : NFL												
27			530P-900P	30		\$7,500.00	10/28	10/28	2		SUN	2
PROGRAM : WORLD SERIES												
28			1000P-1045P	30		\$1,850.00	10/28	10/28	2		SUN	2
PROGRAM : NEWS												
OCT/12			147650.00			NOV/12			47500.00			
CONTRACT TOTAL												195150.00
TOTAL SPOTS												104

MARKET TOTALS \$780,600 KVVU 25% KSNV 26% KLAS 17% KTNV 29% KVMY 2% KVCW 1% CABL 0% KTUD 0%

SVC- NSI  
DEMOS- RA35+\*